



ISLE  
OF  
PINES

Cañada  
Land & Fruit  
Company

Land of Fruit  
and Flowers





View on Casas River





Grape Fruit on a Two Year Old Tree

THE PLANTATIONS  
OF  
**LOS INDIOS AND CAÑADA**  
ON THE ISLE OF PINES.

Containing 23,000 Acres of fine Fruit, Vegetable and  
Tobacco Lands for American Farmers.

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**RICH SOIL  
FINE CLIMATE  
ETERNAL SPRING  
PURE WATER  
HEALTH RESORT  
MAGNESIA SPRINGS**

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THE ORANGE GROVES OF THE WEST INDIES.  
THE PINEAPPLE GARDEN OF THE WORLD.





Scene on "Los Indios" Tract

## INTRODUCTORY

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The object of this pamphlet is to present in as brief a form as possible a few of the advantages of the Isle of Pines.

It is very difficult, when you have personally visited and investigated the island, to write conservatively on the subject. Its wealth of soil, the value of its products, and its undeveloped resources are so much more than the average American is willing to believe, that one who has been and seen really hesitates to state the exact truth for fear of being charged with extravagant exaggeration.

This brochure of facts is however intended to give the ambitious young men and old of America, who desire to make money easily by their own labors, or who want to invest some of their earnings where "the money itself will earn them money" quickly, safely and permanently, an idea of this new El Dorado.

Editor.





Saw-mill at Los Indios

# CAÑADA LAND & FRUIT CO.

(Incorporated under the Laws of the State of Wisconsin.)

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CAPITAL STOCK \$500,000.00

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MARINETTE, WISCONSIN.

LOS INDIOS, ISLE OF PINES.

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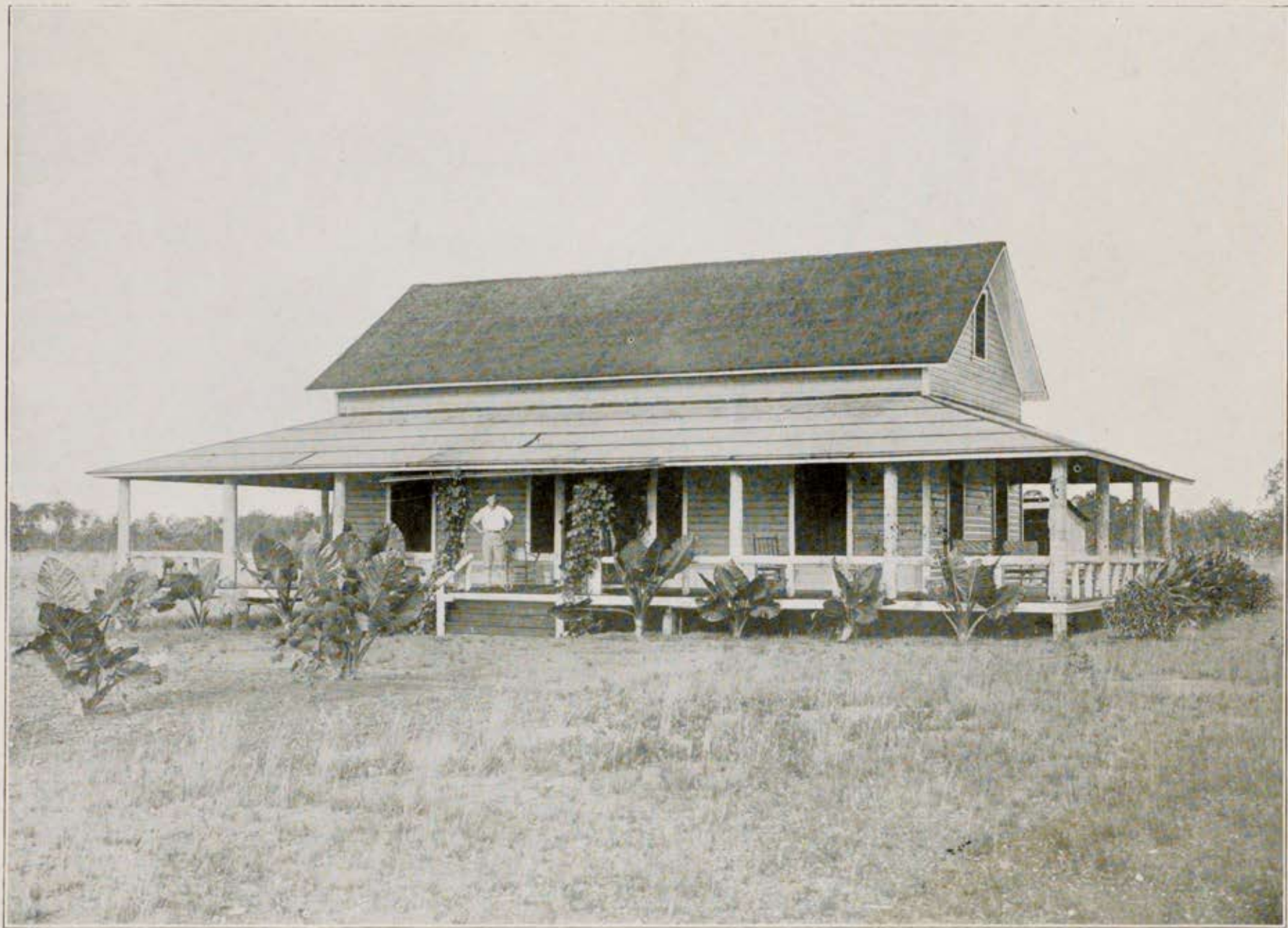
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Residence of our President, Mr. Charles S. Brown

# THE ISLE OF PINES.

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The wonderful possibilities of the Island have already been the subject of much discussion in Congress and the public newspapers. A description of these reads like a fairy tale and as it is told one is reminded of the pointing finger directing so many footsteps to the distant West fifty years ago and to the equally alluring call from the gold fields of Alaska. Great and surprising as were the results from both of these sections may prove those of the Isle of Pines. A new field for American enterprise and development is now opened wholly within the tropics, but within four days of every large city of the United States except San Francisco.

## Location.

The Isle of Pines is located about sixty miles south of Cuba, almost due south of Havana, from which city it can be reached by sea or by rail to Batabano and thence by a steamer making regular trips.

The total distance to Havana, the great shipping Cuban center, and a city of 300,000 inhabitants, is less than ninety miles, and is more easily reached than from the majority of Cuban towns the same distance away because connection is made at Batabano, Cuba, with direct boat from the Isle of Pines.

## Extent.

In extent this island is about 30 by 40 miles, and contains 1,240 square miles, or 800,000 acres. It is divided into two parts by a strip of water and salt marsh, running east and west; the northern portion contains about 600,000 acres. It is diversified by rich valleys, hills, beautiful mountains, mineral springs and many fine streams, navigable for some distance by steamers of considerable size.





Grove, Showing Fruit on a Two Year Old Tree



## Timber.

The whole island, particularly the southern part, contains a great variety of timber, such as mahogany, ebony, walnut, cedar, oak, sabina, sabicu, palms of every species, majugua, and many other tropical timbers, besides vast quantities of the best quality of lumber pine. There is sufficient timber on the island for every imaginable domestic purpose for years to come.

## Soil.

There are several distinct varieties of soil a—heavy dark loam along the rivers and near the coast, and a red gravel underlaid by a fine, yellow subsoil on the ridges, similar to the soil found in the famous orange districts of California, and a light mulatto soil, mixed more or less with fine quartz, on the foothills, all of which soils are particularly adapted for the growing of citrus fruits and pineapples, while large portions are especially suitable for the growing of vegetables and tobacco.

It will grow anything and everything that can be raised in Cuba, Florida or California. Frost is unknown, as the thermometer seldom falls below sixty degrees in midwinter.

## Resources.

Citrus fruits, such as oranges, grape-fruit, pineapples, lemons and limes grow almost without care, while early vegetables—potatoes, beans, peas, tomatoes, cucumbers, onions, corn, etc.,—can be grown and shipped in December and January, when they bring the highest prices in the Northern markets.

**The Light Soil** of the Island—a rich loam, is loose and easily worked. Its fertility is marvelous. In fact, the climatic and agricultural conditions of the Isle of Pines make it a natural fruit orchard and a huge winter vegetable garden, requiring only ordinary effort to yield a rich harvest, its position below the “frost line” insuring to the orange grower the permanency and safety of his investment and for far larger returns than can be obtained in Florida or California, since in those localities enormous sums must be expended to protect the orange groves from the killing frosts which frequently prevail.





Steamer "Christobal Colon"

## Climate.

The climate is almost beyond comparison, there is no finer climate on the earth. The mercury seldom goes above 90 degrees and rarely falls below 60 degrees; the average for the year is about 74 degrees. The sea breezes penetrate every part of the Island and blow every day, thus tempering the heat of summer and lessening the cold of winter. The nights are always cool and delightful. The uniform temperature makes this Island one of the most desirable winter resorts for invalids who cannot withstand the rigors of a Northern winter. The total range of the thermometer from the coolest day in winter to the hottest day in summer is but 30 degrees, while in many states in the United States it exceeds 140 degrees.

The inhabitants say that yellow fever is unknown and the records of the military hospital show an entire exemption from this disease.

Strangers who come here do not have to pass through the term of acclimation usual in Cuba. The atmosphere seems drier and more bracing than that of Cuba, and it is also cooler.

In some of the rivers many springs gush up, but what is most remarkable is that the waters are all potable and agreeable to the taste. Some have the common temperature of the climate, whilst in others the temperature is somewhat high.

"At the source of the rivers are also thermal springs, more or less hot, almost all of medical virtue and hygienic qualities.

"Other items contributing to make the climate healthful are the dryness of the soil, as well as of the air, whose temperature is generally more even than in the island of Cuba; whereas the cold is not felt as in Cuba, nor is there known the suffocating heat. During only a few days in summer have I seen the thermometer above 90 degrees, or fall below 50 degrees in winter. Thus does it happen that the evenness of the temperature during the year, the purity of the atmosphere, which is slightly embalmed with the odoriferous rosin of the pine trees, the refreshing sea breezes which blow from every quarter, and other influences which we cannot trace (but are doubtless due to the nature of the soil), contribute very wonderfully to the speedy restoration of those suffering from various diseases, even of malignant form."

As a place of residence the Isle of Pines will ere long be classed among the popular resorts and be looked upon much as Florida is now regarded.





Casas Mountains

## Seasons.

There are two seasons—the wet and the dry. The former commences about May 1st and continues until October 31st. The rains are frequent, but not excessive, and do not interfere with the cultivation of the crops. The latter season lasts from November 1st until April 30. There are rains during the dry season enough to keep all crops growing. Vegetables and tobacco are planted at the beginning of the dry season—fruit trees, cane and corn at any time of the year. The average rainfall is about 60 inches.

## Health.

There never has been a case of yellow fever or typhoid on the island. The atmosphere is pure and bracing. It has been a health resort for more than a century and is one of the oldest known. The sea air, pure water, the mineral springs and equitable temperature are all conducive to long life.

## Water Supply.

The whole Island is well watered by many fine streams, which are fed by numerous springs. Wells of pure, fresh water are obtained at a depth of fifteen to thirty-five feet. Such a thing as a failure of crops on account of a scarcity of water is unknown.

## Mineral Springs.

There are warm springs which have long been well known for their curative properties; they are especially famous for all forms of stomach and kidney troubles and for rheumatism. They are constantly visited by many invalids, who find speedy relief. The water from these springs is being shipped to Cuba in large quantities and is fast becoming popular in the same way as the waters from the many springs in the United States.

## Storms.

Hurricanes, cyclones and tornadoes have never visited the island. No crops are ever injured by storms, overflows or frosts. The location is such that it is protected on the east, west and north by Cuba.





Feeding Chickens



## Oranges.

The industry which is and will continue to be the most attractive to the American citizen (so far as agriculture is concerned) is the development of the orange grove.

The sweetest, juiciest and best oranges that Americans ever had came from Florida, and no land ever produced larger profit per acre than the orange groves of Florida, when in their zenith, but frost came and killed the trees. The growers tried and tried to rehabilitate the groves with the same discouraging results, and Florida was practically forced out of orange raising. At present our best oranges come from Southern California, but the necessity for and the cost of irrigation, together with the great cost of transportation to eastern markets, absorbs a great portion of the profits.

In the Isle of Pine, oranges have, to a great extent, simply grown wild without care or cultivation. Yet no sweeter or more delicious oranges were ever grown. The climate is more equable than Florida, the range of heat and cold very slight. Frost is never known; irrigation never necessary. The soil is practically inexhaustible, being a fertilizer in itself. And while oranges and many other citrus fruits are the result of cultivation in Florida, they are native to the soil in the Isle of Pines. And it is certain that with care in the cultivation and selection of varieties, the Isle of Pines will produce more and better oranges to the acre than Florida in its best days. Furthermore, they can be marketed at one-half the cost of the California product.

The time of transit from California to New York is from ten to twelve days, while from the Isle of Pines it is about four days.

## Profits on Oranges and Other Citrus Fruits.

As an indication of the profits to be derived from raising oranges and other citrus fruits, I quote from an official work on Cuba, recently published: "The person owning an orange grove in a country free from frosts is the most independent and happiest person on earth. A full grown orange tree will yield from 1,000 to 5,000 oranges yearly, and, like the lemon





Launch "Cañada" on Los Indios River

tree, begins to bear the third year. Before Cuba got its setback during the war, orange lands were selling for from \$150 to \$300 per acre, and a three-year-old grove was worth \$1,000 per acre. The oldest trees in Cuba are some 100 years old and each year the crop is greater than the previous year. No limit is placed upon the age of the orange tree; so in beginning an orange grove, remember, if four or five years are required to bring it into bearing, it will then continue to yield its golden harvest for generations to come, and when once in fruit you can sit beneath its shade almost in idleness and have an abundant competency."

## Oranges.

The following figures are taken from the books of the commission house of L. A. Piel, Havana, Cuba, an actual shipper.

|                                                                                                        |              |
|--------------------------------------------------------------------------------------------------------|--------------|
| Freight from Isle of Pines to Havana.....                                                              | \$ .09       |
| Havana—hauling to wharf.....                                                                           | .02          |
| Wharfage .....                                                                                         | .01          |
| Lighterage .....                                                                                       | .03          |
| Freight to New York City .....                                                                         | .20          |
| Primage .....                                                                                          | .01          |
| Duty—1 cent per pound, average weight of a box of<br>oranges, 80 pounds—80 cents less 20 per cent..... | .64          |
| Total .....                                                                                            | <hr/> \$1.00 |

The New York commission men state that California can land its citrus fruits in New York for ninety cents (90 cents) per box, and Florida also for about ninety cents (90 cents). The rate from California to any point east of the Missouri River is ninety cents (90 cents). With the railroad investigations that are going on now, it is not at all improbable that this discrimination of freight rates will be remedied in the near future, having the effect probably to restore the old California rate of nearly a dollar and fifty cents per box to New York City, and a dollar and twenty-five cents to Chicago. The apparent advantage that California seems to have at present over the Isle of Pines in the way of ten cents per box, is many times offset by the difference in time saved by Isle of Pines shippers, saying nothing of the much less cost of growing a crop on the Isle of Pines.





Tourists Passing Three Big Trees at Old Homestead



The figures given below on vegetables and pineapples were taken from the books of L. E. Gwinn, Baratillo 7, Havana, Cuba, a prominent commission firm.

Vegetables per crate from the Isle of Pines to New York City as follows:

|                                            |        |
|--------------------------------------------|--------|
| Freight from Isle of Pines to Havana ..... | \$ .09 |
| Havana—hauling to wharf .....              | .02    |
| Wharfage .....                             | .01    |
| Lighterage .....                           | .03    |
| Freight to New York City .....             | .20    |
| Primage .....                              | .01    |
| Duty .....                                 | .12    |
| <hr/>                                      |        |
| Total .....                                | \$ .48 |

Hauling in Havana to wharf, amounting to two cents per crate, is saved on carload lots, as the railroad delivers car lots to tidewater. Special note should be made of the fact that the freight from the Isle of Pines to Havana is only nine cents (9 cents) per crate, and that it would be impossible to get any cheaper freight even if the shipper was living only ten or twenty miles distant from Havana, while the rate from many points in Cuba less than one hundred miles from Havana is much in excess of this.

## Pineapples.

Cost of pineapples per crate from Isle of Pines to New York City as follows:

|                                            |        |
|--------------------------------------------|--------|
| Freight from Isle of Pines to Havana ..... | \$ .09 |
| Havana—hauling to wharf .....              | .02    |
| Wharfage .....                             | .01    |
| Lighterage .....                           | .03    |
| Freight to New York City .....             | .39    |
| Primage .....                              | .02    |
| Duty .....                                 | .14    |
| <hr/>                                      |        |
| Total .....                                | \$ .70 |

Florida, the principal competitor in the pineapple business, cannot get into New York City from the pineapple section quite as cheaply as this, in spite of the fact that the Isle of Pines has fourteen cents (14 cents) per crate duty to pay. This is also true of the Chicago market.





View from Section 46, "Los Indios" Tract



## Lemons and Limes.

The soil of the Isle of Pines is adapted to the cultivation of the lemon and lime equally with the orange, and other citrus fruits. Sicily and California produce the greater bulk of the lemons consumed in the United States. But Sicily is many thousands of miles distant. California is more than 3,000 miles distant from the consuming centers of lemons in the U. S. and the freights, never less than one dollar per box, take off a good deal of the profit. Another item to consider in this connection, is, that both places being so far away, the fruit often arrives in poor condition.

There is no question but that the consumption of lemons is increasing and that the land on which they may be safely grown is decreasing, at least in the United States. There have been climatic changes in Florida that have driven the lemon industry out of that state. Changes in temperature in California, making the nights cooler, interfere with the certainty of the crop—it being a well-known fact that lemons are less hardy than the orange. Lemons and limes are found growing wild in abundance in the Isle of Pines, and to such perfection that there has never been any occasion on the part of the natives to cultivate them. At the present time the natives use very few lemons, the wild limes being much preferred.

The U. S. Year Book, Dept. of Agriculture, gives the value of the lemon imports for the year 1897 at \$4,025,354.49, and authorities claim that the California acreage produces net returns of \$300.

## Grape Fruit.

This luscious fruit has become very popular in the North. It is one of the most delicious and healthful of all citrus fruits. It commands very high prices at the demand has never been fairly supplied. It is a good shipper and can be sent as far as the European markets in good condition. The profit from a grove of grape fruit is larger than from either oranges or lemons. When budded in the rough lemon stocks of the Isle of Pines it bears well and produces fruit of the finest quality, the flavor and color being superior to that grown either in Florida or California.

The Pomelo, or Grape Fruit, as it is more familiarly called, is fast taking a prominent place in the fruit world. In the eastern markets it brings a large price, selling as high as





T. J. Keenan's Residence



25 cents each; and as it is very productive it is a very profitable fruit to grow.

"Grape Fruit will grow at least 50 per cent more to the acre than oranges."—Thomas T. Towns, Nurseryman.

"Grape Fruit is selling today at \$10 a box."—McCormack & Hubbs.

October 9 again saw large prices for Cuban and Isle of Pines grape fruit, the quotations ranging between \$4 and \$9.25 per box, very much in excess of quotations for grape fruit from other sources. The Florida grape fruit sold at \$3.62½ to \$7.75 per box.

## Pineapples.

The pineapples grown in the Isle of Pines demonstrate fully the perfection to which this fruit grows. Nothing is more delicious than the pineapple; the demand for this fruit in the large cities of the southern and eastern states consumes practically all of the supply at present, so that they are found, only in limited quantities, in the interior markets. The pineapple bears in eighteen months to two years from planting; it is produced easily and is of fine flavor. It is said that the name, Isle of Pines, comes from the native pineapple.

Pineapples can not be grown where there is the slightest frost, a temperature of 70 degrees is desirable, and as the average in Isle of Pines is about 74 degrees it will be seen that the Island is particularly adapted for their cultivation.

James Holmes, of Eden, Florida, refused \$25,000 for 50 acres of pineapples not yet all in bearing, which paid \$17,000 in 1901.

"Before the war 7,800,000 pineapples were shipped annually to the United States. Planters figure on a profit of from \$250 to \$700 annually per acre."—Consul Hyatt.

"I visited one pineapple plantation of 192 acres, fifteen or twenty miles from Havana. The owner cleared \$35,000 on it last year, and expected to do better this year." (1902.)—C. M. Hayes.

"The time when \$8,200 in pines can be taken from one acre of Cayennes in four years is, I am afraid, passed for us growers in Florida, but I have done that in the past."—Extract from letter from Cyrus W. Butler, St. Petersburg, Fla.

"Pineapples yield 8,000 to 10,000 to the acre."—Harvey.

"An acre of pineapples yields a clear profit of \$180 to





Mr. Hart's Residence





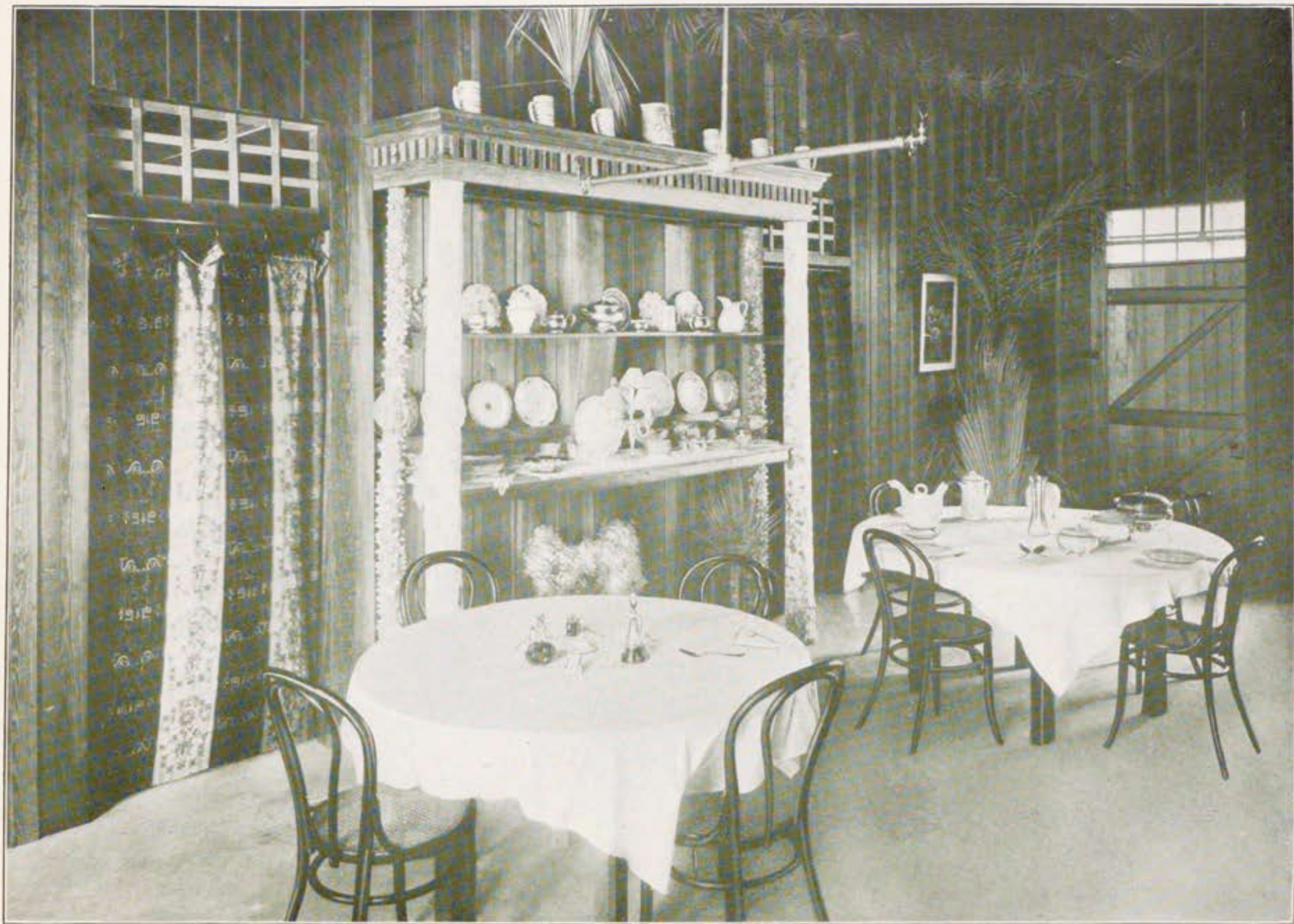
Spring on "Los Indios" Tract





J. J. Symes' Grove





Dining Room and Mantle in Mr. Dunning's Home





J. J. Symes' Residence





Two Year Old Grape Fruit





Mr. Hansen's Fruit Grove



\$300 per acre at home, whilst by exporting fruits to the United States, the planter would receive \$350 to \$450."—British Foreign Office Report.

## Bananas.

The banana enjoys the peculiar quality of exemption from any form of blight or other disease. The methods of propagation are simple and inexpensive, as is also the cultivation required. In the first place, the plantation is started by planting the bulbs. Each bulb produces a stalk, which in from 9 to 12 months will produce one bunch of fruit. This stalk then dies but in its shadow, while the fruit is developing, and from the original bulb, three or more suckers or sprouts start out. The most vigorous one should be left for the next bunch of fruit, and the others may be detached from the parent bulb and planted for the production of other fruit plants, which in time will produce other shoots. In this way a plantation can be extended indefinitely. It is customary to plant 1,000 bulbs in a single acre, and the product of such a plantation can generally be sold on the stalk for 25 cents per bunch. Thus an acre of bananas, well taken care of, would bring in the first year \$250, less the cost of planting and care, which is small. The second year there would be three bunches on each stalk, etc., so that it is apparent that at the end of three to four years a banana plantation, well taken care of, and with judgment exercised in the care of the plants, will yield a net income of \$1,000 per acre, and provide enough additional shoots or suckers at the same time to increase the acreage almost indefinitely.

The British Consul reports: "An acre of bananas will yield the first year a \$250.00 crop and the second year it is nearly double."

"Bananas will yield 1,000 bunches per acre the first year, which will sell for 25 cents per bunch at the plantation, producing \$250. The second year the yield will double, with half the expense."—Sir Henry Diring, Consul-General, British Government.

"The banana produces forty-four times as much as the potato, and 131 times as much as wheat."—Mexican G. A. Co.

"The average cost of cultivating an acre of wheat in the United States is about \$12. An acre of bananas can be cultivated at the same cost, with a yield of 144 times greater than that of wheat. Bananas have forty-four times the nutriment of potatoes, the staple of many northern countries of





Moonlight on the Carribean



Europe, and thirty times that of rice, the main item on the daily board of more than a billion people on the globe.”—New York Herald.

## Tobacco.

The Isle of Pines will produce better tobacco than any known section on the globe except a few favored localities in Cuba, and it is deduced from recent investigations that land in the Island will produce, with proper care and cultivation, as good tobacco as can be grown in any part of Cuba. In Pinal del Rio, the best tobacco country in Cuba, the lands are held at enormous figures as is well known, and little if any can be purchased at any price. Even without cultivation, however, some sections of the Isle of Pines have produced some of the best wrapper tobacco ever known. It is on record that two bales of selected wrapper, weighing 100 pounds each, grown on the Island, sold at \$5 per pound last year. The whole crop is sold annually for the average price of high grade Cuban tobacco. It is shipped to Cuba and sold there as the genuine Cuban article.

“It has been calculated that on an estate of seventy-five acres in the State of Chiapas having a planting capacity of 1,000,000 tobacco plants, the net result for one crop would be about \$50,000.”—January, 1898, Bulletin, Bureau of American Republics.

“Tobacco yields \$200 to \$1,000 per acre profit.”—C. M. Pepper.

“An English company paid \$1,000,000 for 1,800 acres of tobacco lands, or \$555.00 per acre.”—Industrial Cuba by Robert Porter.

## Coffee.

The Isle of Pines should become a great coffee-growing section. Although not yet extensively cultivated the trees are found in various places and show a healthy condition. They are loaded with a berry of fine quality, although not cultivated in any sense. Expert coffee-growers pronounce the Island an ideal place for its cultivation.





Orange Grove



## Winter Vegetables for the North.

The Isle of Pines is destined to become one of the greatest winter-vegetable growing sections on the globe. Even if it did not produce a single variety of citrus fruits, it would still become a very rich agricultural community. Nearly all garden products do well on the land; the quality is fine and more is grown to the acre than in the North, because the growing season is longer. Two and three crops can be raised in a single year, while the most bountiful crops are harvested in the winter months, beginning with November and December, giving thus several months' advantage over the Southern states.

As an instance of what might be done here with vegetables, take the tomato. Growers in the North sell them to the canning factories at 15 to 20 cents per bushel and make a profit with only one crop per year. The Isle of Pines will give three crops yearly with but little attention, and the best crop of the year can be marketed in New York City during the months of December, January, February and March, at a time when they will bring a fancy price.

## Sporting.

There is game in abundance, which includes quails, wild pigeons, wild guineas, sand hill cranes and ducks. The rivers abound in fish and fine lobsters. The shallow sea about the Island contains a great variety of edible fish.

## Boating.

The many clusters and chains of small islands surrounding the coast, the beautiful sea at all seasons, affords one of the most delightful places for yachting and sailing of all kinds of boats. Here one can spend the winter in perfect comfort sailing about the island and fishing. Tortoise shell hunting will be one of the enticing amusements of yachting parties. A more beautiful spot for such sports does not exist.





Orange Grove



## Markets.

It should be remembered that the Island is but 1,300 miles from New York, which is the great market of the East, while California is 3,300 miles away. The Isle of Pines is but 650 miles from New Orleans, the great tropical gate-way for the central and southern states. Freight rates are less than from the fruit district of California, and vegetables can be laid down cheaper in New York than those from Florida. The fact that vegetables can be produced earlier than in Florida, insures good prices before competition from that state interferes. The markets of New York, Boston, Cincinnati, St. Louis, Chicago, Detroit, Minneapolis, St. Paul, Kansas City, and Omaha can be reached in four to five days via New Orleans and Havana. Products can be shipped direct to Europe by fast steamer. For many years to come the home market of Havana will consume all the poultry, hogs, and cattle that can be raised. It is a well known fact that a market that can be reached by water secures better rates than any other, and when it is an all rail route the producer is often at the mercy of the railroads as was the case two years ago in California, when thousands of boxes of fruit were ruined because the railroads could not furnish the cars.

## Isle of Pines Primer.

### **How are Oranges propagated?**

By cuttings, by layers, and from seeds. They are chiefly grown from seeds. An Orange from the seed is a seedling. To produce a special kind, the young seedling must be grafted or budded. The usual method is to plant the seed of the Orange, and then bud the young stock while in the nursery. Seeds are planted thickly in rough boxes, without bottoms. They soon spring up, and grow to the height of 4 or 5 inches by the following year. In the spring, they are taken out and planted in rows six inches apart, or more, in open grounds. After another year, the two year old trees, now grown to a height of two feet or more, are budded with buds from selected bearing trees or any variety you may elect. When the bud has started into vigorous growth, the young tree above





Senoritas and Native Huts



it is cut off, and the graft, or scion, is straightened up, and tied to a stake close beside the parent stock.

After the second year from budding, the young Orange tree will be from 3 to 5 feet in height, with a vigorous root growth. It is now ready for transplanting in the field. It is not difficult to grow your own stock, but generally, this is left to nurserymen. The budding needs to be done by an experienced hand.

### **Are Oranges difficult to grow?**

They grow rapidly, if taken from the nursery with proper care. Ten acres may be planted without the loss of a tree. The Orange tree is vigorous, and in the right climate, long-lived, and will bear fruit for a hundred years. An instance is on record of an Orange tree in Italy living to the age of 400 years.

### **But will not the business be overdone?**

Not while the race continues to multiply, and wealth to increase. The South heard the cry of over production, when its shipments only equaled 2,000 carloads. Today it ships with greater ease, 25,000 carloads, and reaches but a fraction of the population. The consumption of the Orange steadily increases, its uses multiply. The market for it will widen indefinitely.

### **Does Orange growing, year after year, even up well?**

It does. It is a safe business. The market may be depended upon, and the climate. But the business will not bear neglect. You cannot raise Oranges, any more than apples, without "eternal vigilance." It is the price not of a crop, but of continuous crops. It is the price of a healthy and vigorous Orange grove.

Orange culture makes the most fascinating country life in the world, and that the industry will continue to be profitable is fairly certain. This is an age of great wealth. It is widely distributed, and we are but in the dawn of the wealth-producing era. The richest country on the globe will be the United States. And it is an age of rapid transportation. This, too, will increase. A vast population, too, will be here to be served, and the indications are that the use of this delicious fruit—the product only of a limited area of semi-tropical land—will have a vast and continuous increase.





T. J. Keenan's Reception Hall



We assume, of course, that you are not about to start an Orange grove as a pastime or as a matter of sentiment, but are concerned with it as an investment that will pay. It will pay. It will pay in gold coin. But it will pay also in comfort—in solid satisfaction. The business itself is not poetry, but prose, and requires industry, study and expense, but it is prosecuted where the skies are sunny, the breezes balmy, the verdure tropical, and the whole aspect of nature kindly.

"Know'st thou the land  
Where the lemon trees bloom,  
Where the gold Orange glows  
In the deep thicket's gloom?"

—that is a land of climatic peace, where living is a joy.

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## Advantages Over Florida and California.

"Florida is practically out of the market, owing to the killing frosts that periodically visit even her most southern extremities."

F. G. McGill, a pineapple grower in Florida, says: "It costs \$400 per acre to build sheds over pineapples there, to protect them from the frosts. It costs \$50 to \$100 per acre to clear the land, and it requires \$75 an acre for fertilizers."

Isle of Pines cannot suffer a frost, as she is south of the Gulf Stream, consequently she needs no sheds and the lands being all easily cleared, makes a very large saving over Florida lands.

"I have been in the pineapple business since its beginning \* \* \* but the cold nights of the last few winters have so discouraged the planting of pines here that I am not now selling any pines for local use, where one year ago I sold 40,000 Cayenne plants."—Cyrus W. Butler, St. Petersburg, Florida.

"The freight on a crate of tomatoes from Havana to New York is 18 cents, and from Miami to New York via Jacksonville and Clyde Line of Steamers is 55 cents, and the all-rail rate is over 80 cents."—Capt. Bravo, Steamer City of Key West.

"California is 2,300 miles further away from the eastern markets, with high rail freights, which will always handicap her so she can never compete with the West Indies."





Mahogany Stairway in Keenan Residence



## Development.

Five years ago the Isle of Pines was practically unknown. Today American capital is rapidly developing what will in the near future be one of the greatest gardens in the world. It is estimated at the present time that seven-eighths of the total acreage of the Island is owned by Americans. American syndicates have purchased large tracts of land, surveyed and platted the same; thereby making it possible for the man of moderate means to buy and own a piece of land commensurate with his means. Fine roads have been built by the government. Settlers are going in very rapidly and are busily engaged in clearing and developing their properties.

A company has been organized to develop and care for property owned by non-residents which they may be desirous of having improved. This will be done at a minimum margin of profit over actual cost. The company is composed of men heavily interested in the success and prosperity of the Island. This company will take and execute contracts to plough, fence or plant, and care for as long as desired,—either one, three or five years. This company is not organized as a money-making proposition, but to encourage non-resident owners to improve their property and at the same time be sure that their interests will be as well conserved as though they were actual residents.

## Our Location.

The CANADA LAND & FRUIT COMPANY, a corporation organized under the laws of the State of Wisconsin, purchased and has acquired perfect title to what is known as the Los Indios and Canada tracts. These two tracts contain 23,000 acres of land. The soil is as fertile as any found anywhere on the Island. The tracts are located on the extreme western part, on the **only deep water harbor** of the island. The boundary on the South is the Los Indios river, on which river will be located docks large and commodious enough to accommodate ocean going steamers.





Mr. Hansen and Family on Steps of Home



## Our Improvements.

This Company has made large improvements on their tracts. A town site has been surveyed and platted, and a large number of the lots have already been sold. We have a very flourishing American colony at our townsite of Los Indios and new settlers are continually coming in. They are all contented and happy, and all are developing and improving their property.

A very inviting feature of our development work is the tourist hotel which has been erected at Los Indios, and which will be utilized for tourists who visit our section of the Island. Another important feature is the saw and planing mill which we have in operation; thereby enabling us to supply intending settlers with what material is necessary for their building purposes. We also have a general store, church, school house with an American young lady teaching, a number of cottages completed, as well as a very fine orange and grape fruit grove which will be in bearing in about a year. This Company has also made a very fine calzada (road) nine miles long, running from the East end of the Canada tract to the town site of Los Indios. These are only a few of the many improvements which are to be made at our town site.

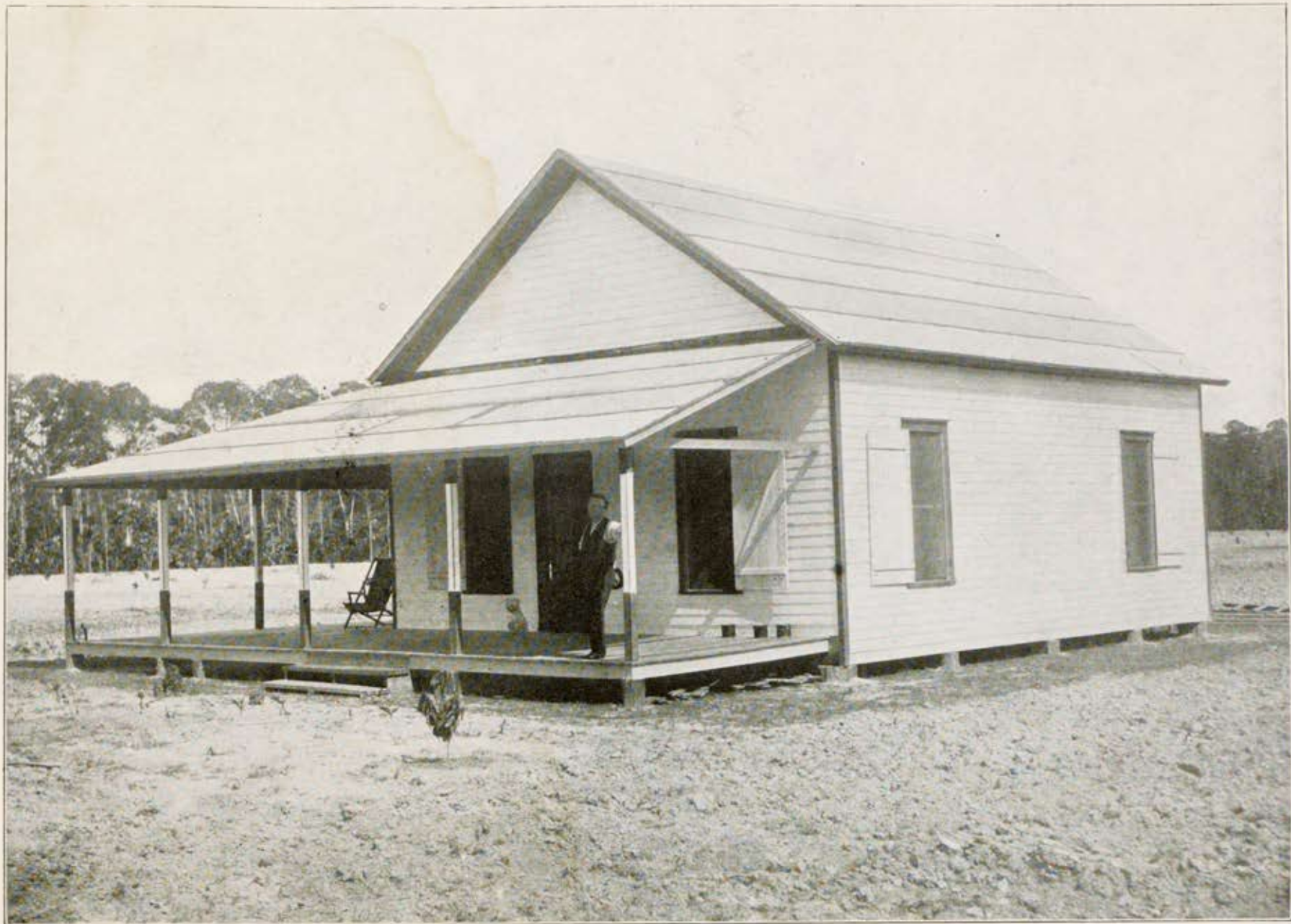
## Our Launch "Cañada"

The 15 H. P. gasoline launch "Canada" owned by this Company, operates between the towns of Los Indios and Neuva Gerona, in connection with the steamer "Christobal Colon." In addition to this the boat is available for pleasure and fishing parties at reasonable rates.

## Land For Sale.

Although the sale of our land has been very large, yet we have some very desirable tracts left which we will sell in ten, twenty and forty acre lots. For prices and terms write our general office. To the investor or to the man desirous of bettering his condition, or the invalid seeking a winter home, away from the frosts and snow, the culture of citrus fruits and vegetables on the Isle of Pines is worthy of the most careful investigation. This Company, incorporated under the laws of the State of Wisconsin, capital \$500,000.00, is financially responsible for any and all contracts.





Residence at Los Indios



## A Perfect Title.

The system of land titles and the execution and registration of deeds in Cuba is in many respects superior to that in the United States. The procedure is such as to make possible the establishment of an absolutely clear title. CANADA LAND & FRUIT COMPANY holds its property by warranty deed, and its title is perfect. The title examination was made by Messrs. Claude G. Mendoza and Juan A. Lliteras of Havana, Cuba.

Deeds are recorded in Havana, each transfer entailing considerable more red tape than is the case in the United States. In Cuba the notary is a state official of importance. He is required to go through a ten years' education in college and in the university before he is eligible as a notary. He is responsible to the Cuban Republic and must see to it that a deed, which he prepares, must be perfect or he is liable to forfeiture of office. The notary is the original custodian of a deed; a certified copy is filed with the treasurer of state, the state recorder and the supreme court of the republic, so that there are four records on file of all transfers, and these records can be traced back several hundred years.

For absolute protection to property owners and a system of recording, transferring, etc., the old Spanish methods still in vogue in Havana are as much superior to our American methods as everything else that is American is superior to everything else that is Spanish. We could, with much benefit, take a few lessons from Cuba in this respect.







Our Launch "Cañada"



## What People Say.

Juan A. Lliteras,  
Abogado y Notario Publico  
Havana Numero 78  
HAVANA

Havana, October 1, 1907.

Canada Land & Fruit Co.,  
Chas. S. Brown, President,  
Marinette, Wisconsin.

Dear Sir:—

I beg to inform you that Higinbotham & Pickens, of Hastings, Nebraska, have addressed me a letter asking me my opinion about the titles of the Canada Land & Fruit Company to the properties La Canada and Los Indios owned by this company in the Isle of Pines.

I wrote them the following letter which I submit to you for your information:

Havana, October 1, 1907.

Higinbotham & Pickens,  
Hastings, Neb.

Dear Sirs:—

I am in receipt of your favor of September 24 ultimo. I beg to state that I have examined the titles of the Canada Land & Fruit Company to the properties owned by said Company in the Isle of Pines called La Canada and Los Indios.

Said properties are free of all liens and encumbrances and the titles to the same are perfect warranty deeds.

I have on file in my office all the papers pertaining to the Canada Land & Fruit Company which I can submit to you at any time if you care to examine them personally.

Up to this time the Company has already sold through me many lots to prospective farmers.

I am, Yours, respectfully.

Believe me, dear Sir, yours truly,

(Signed) Juan A. Lliteras.

The Canada Land & Fruit Company transfers by warranty deed.





Jno. R. King's Grove

We append letters from Mr. Fred C. Mason, an extensive fruit grower on the Island, from Mr. Doud, one of our settlers, and from Miss Todd, our school teacher. These letters need no comment on our part.

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(Duplicate.)

La Ceiba, Isle of Pines, April 10, 1908.

Mr. C. S. Brown,  
Los Indios,  
Isle of Pines

Dear Sir:—

In answer to your inquiry concerning our interests on the Isle of Pines, I wish to say that since planting our grove here in La Ceiba in January, 1903, we have considered our proposition better every year and have likewise improved more land accordingly.

To-day we have planted some 2800 trees in 1, 2, 3, 4, and 5 year old trees and we are very much encouraged with the way they are developing. We find that by continually cultivating and taking good care of the fruit trees that no one has a right to complain. California and Florida growers have told us that the development of our trees are way ahead of trees the same age in those places.

Our fruit from our five year old trees netted us \$400 per acre and I have letters from commission merchants and retail fruiterers of our large cities in the U. S. that tell me it ranks with the best handled in those markets. So we are very much encouraged in our investment and consider we have a very bright future ahead.

Very truly yours,

Fred C. Mason.  
Los Indios, Isle of Pines, May 20, 1908.

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**Copy of Letter Written by Miss Todd, the School Teacher at  
Los Indios.**

Los Indios, Isle of Pines, May 22, 1908.

Not knowing just what to expect, the first glimpse of Los Indios was a pleasant surprise—pleasant people, pleasant homes, and a very pleasant school house.

The school house is pleasantly situated. The building is





Pineapple Field



just what one would expect to find in a country town—a little larger and better furnished, perhaps.

The Cuban government has been **most** generous in supplying paper, pencils—and, in fact, everything we need. Altho the instruction in the public schools of Cuba is in **Spanish**, they have furnished **us** with the **best** of **English** text books.

We have enrolled, since the first of February, fifteen pupils—from the first grade to the first year of high school. School closes the fifth day of June and commences, probably, on the seventh day of September.

(Signed) Alice L. Todd.

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Mr. E. A. Ferguson,  
Eastlake, Mich.

Dear Sir:—

You have asked me what I think of this country. I can simply say that it is a wonderful country, and the half cannot be told. Experts say the soil and climate are the finest in the world for citrus fruits. I certainly never saw anything grow as they do here; and, as the soil is worked it sweetens up so that one can raise anything.

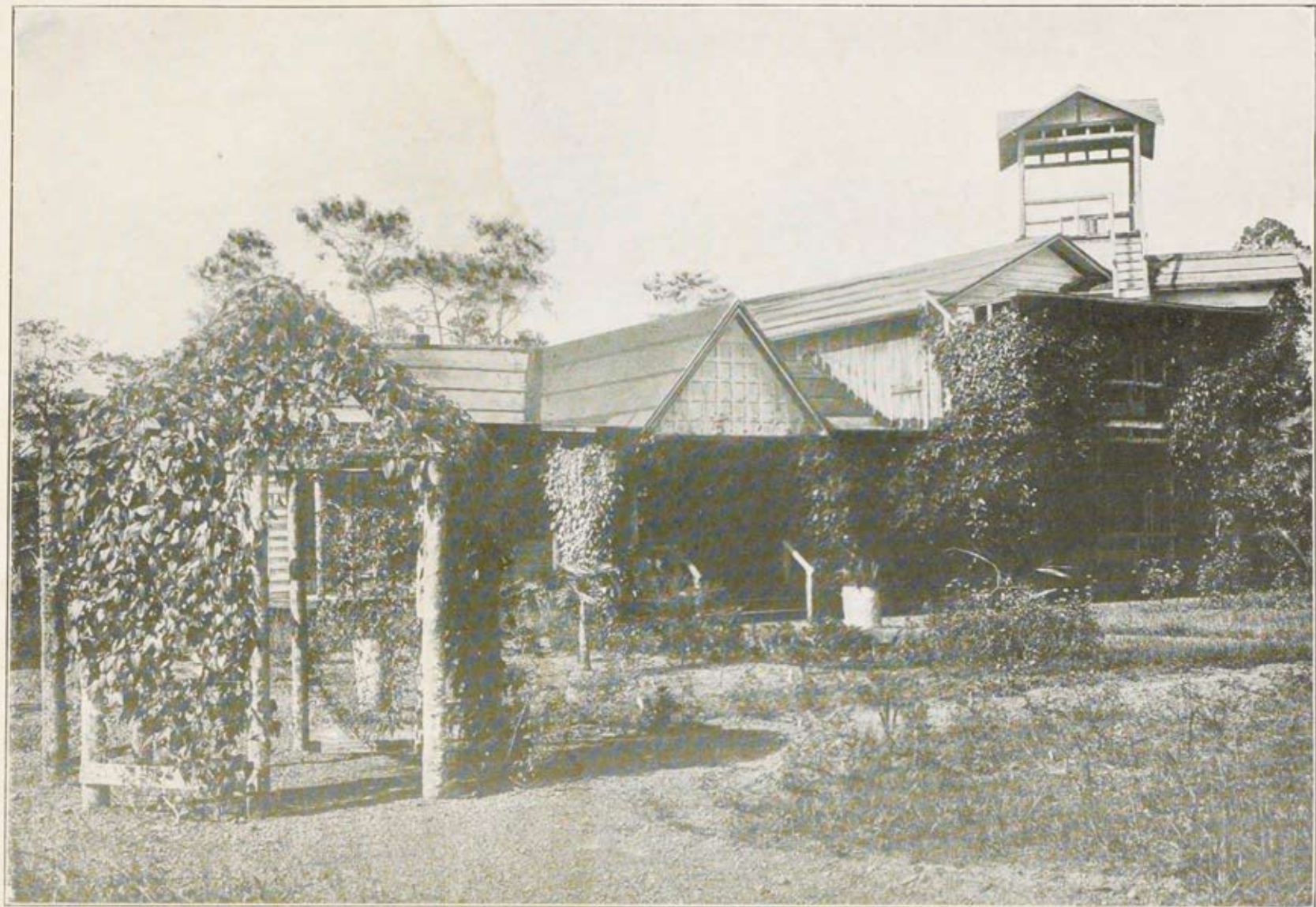
I realize that when a man tries to sell land located here and tells a good story about the country people think it is only to sell the land. I have no land to sell and the great regret I have is that I had not known at the close of the Spanish war that I know now. By starting in now and working in five (5) years one can have a good steady reliable income.

I looked up the Canada Land & Fruit Company three years ago and found it to be composed of responsible people. In closing let me say that I have given up or disposed of all my Michigan interests and am staking my all on the Isle of Pines, and am doing this after a thorough investigation. I think land West of the Canada mountains the best located.

Yours respectfully,

(Signed) F. S. Doud.





Captain Smith's Residence



